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JUST ABOUT TIME TO SPLIT

CANADA'S TOP
LUMBERJACKS
SET TO LEAVE
LONDON TO
TAKE ON THE
WORLD

PAGE 4

3rd derailment has CN Rail on the defensive

Saturday's disaster in
Alberta has company doing
all it can to defend the safety
of transport by railway

PAGE 5

London runner shatters record

Lanni Marchant finishes
marathon in two hours, 28
minutes, beating the prior
Canadian women's record
by over 30 seconds

PAGE 21

A boyish grin, mild manner and loaded gun

Agent Coulson of S.H.I.E.L.D.
seems awkward right until
he shoots you, says leading
man of new thriller

PAGE 11



IF ONLY I HAD AN EYE

Jonah Blackmore, 6, with some guidance from father David, adds a pair of eyes to one of three scarecrows at their home in London's Old East Village. The village has seen a "Scarecrow Invasion" this year, and all of them will be judged on Oct. 26 by Mayor Joe Fontana and Ward Coun. Stephen Orser. This is the first year for the competition that encourages businesses and private residences to get involved. MARK SPOWART/FOR METRO

Is graffiti giving you headaches? Try paint-killers

**Neighbourhood Watch
London.** Cleanup aims
to restore beauty and a
sense of safety to Argyle



MIKE
DONACHIE

mike.donachie@metronews.ca

Volunteers are taking a shine
to a London community.

Neighbourhood Watch
London (NWL) is leading a
community effort to deal
with graffiti in the Argyle
area next weekend.

NWL is providing the
cleaning materials, and the
people of Argyle will bring
the enthusiasm and the
muscle.

"This is a pilot project we

are running this year instead
of the summer program that
we have run in the past," said
NWL executive director Susan
Hogarth.

"By supporting neighbour-
hoods in removing graffiti
quickly, it sends the message
that the behaviour and activ-
ity is not tolerated."

Hogarth said NWL gets
frequent calls about graffiti
and makes a removal product
freely available to any London
resident from their office on
Elizabeth Street.

Asked if graffiti is a major
problem, Hogarth said to "ask
any neighbourhood where
graffiti persists. It is unsightly
and gives the impression that
an area is run-down. Neigh-
bourhoods that tackle graffiti
quickly feel safer."

It's been a tough summer

Pitch in

Cleanup runs from 8:45
a.m. to 1 p.m., with the
last hour set for lunch.
Volunteers will meet at East
Lions Park but should email
shogarth@london.ca first.

for NWL. It suffered a fund-
ing crisis in which, faced with
an internal rebellion, board
members resigned and were
replaced by new volunteers.

"We are doing well with
our new board and the or-
ganization is growing and is
stronger than ever," said Ho-
garth.

"We are currently inter-
viewing a number of very
qualified candidates who
wish to join the board."

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Rickshaws of London have created a purple rickshaw to promote Shine The Light. Trying it out are, from left, Rachel Levesque, grandmother of Jocelyn Bishop; Melissa Linton, Jocelyn's sister; Meaghan Walker, of the London Abused Women's Centre; London North Centre MIP Susan Truppe; and Anthony Bowden, member of the London Lightning, who support Shine The Light. MIKE DONACHIE/METRO

Get ready to Shine

Abuse against women.
London launches
purple-light campaign



MIKE
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mike.donachie@metronews.ca

The message is "It's not your fault."

London's preparing to Shine The Light for a fourth year as the Forest City-born campaign lights up Canada as it speaks directly to abused women.

There were passionate speeches from campaign leaders, relatives of victims and politicians at a launch event Friday at the London Abused Women's Centre, which began and continues the effort.

But speaking for them and everyone the centre supports was LAWC executive director Megan Walker.

"What we're trying to do is to shift the blame from the shoulders of women to the perpetrators, and it is working," she told a packed room at the York Street centre.

"This community stands shoulder-to-shoulder and lets them know that we believe them and it is not their fault."

"We want women to know that they are not alone and there are resources that can help them."

Shine the Light runs throughout November, with its most important day Nov. 15, when everyone is encouraged to join in by wearing purple.

The LAWC is selling T-shirts,

ribbons, pins and other items to help people join in easily, but Walker added that it doesn't cost anything to join. Any purple participation — maybe after digging around in a closet — is welcome.

Then there's the purple light. Across Canada, buildings will be lit up in purple, with Niagara Falls and the CN Tower among the most prominent.

In London, look for purple lights at City Hall, Western University, Fanshawe College, London Hydro, Citi Plaza, Tourism London, the London Convention Centre and other homes and businesses.

Some of the communities taking part include Sarnia, Stratford, Toronto, Woodstock, Kincardine, Ottawa and Brampton.

Honoured this year

Each year, Shine The Light honours two women who died as a result of abuse. This year's honorees are:

- **Shannon Rae Scromeda, 25, Winnipeg.** Described as having a "zest for life" and a smile for everyone; she died Apr. 19, 2008.
- **Jocelyn Amber Bishop, 21, Burlington and London.** Her family were at the event launch. Her sister Melissa Linton spoke about her "kind, soft heart" and contagious laugh.

Waste week. City pushes the 3 R's

Reading, writing and arithmetic are important, but so are reducing, reusing and recycling, and city hall wants to make sure residents keep that in mind.

National Waste Reduction Week kicks off Monday with the goal to inform and educate Canadians about the environmental and social impacts of wasteful practices.

During Waste Reduction Week, London will be featuring a number of ongoing waste-reduction programs along with an EnviroDepot Day.

Each day will highlight a different program. Monday focuses on the city's blue box program and the importance of sorting recyclables carefully.

Tuesday, residents will be reminded how and when to recycle electronics. That will be followed on Wednesday with a focus on how residents can reduce waste while making good use of fall leaves and kitchen scraps by home composting.

Thursday, the MyWaste app will be featured. MyWaste makes all waste management information easily accessible.

Finally, Friday ends the week with a celebration at the city's EnviroDepot.

Mayor Joe Fontana said Londoners have reason to be proud of their waste-reduction efforts.

"Our residents divert 44 per cent of their waste and that saves a tremendous amount of space in our landfill. These efforts make a real impact, a positive impact on the environment. I have no doubt the way we're going Londoners will reach the provincial 60 per cent waste-diversion target." METRO

Home Depot supports home for girls

For girls who come from destructive homes, the help being offered by London's Home Depot and customers is teaching them something new.

Instead of seeing people breaking things, they're seeing people making things, said the leader of a long-established London charity working with vulnerable young women.

Mandy Bennett, executive director of Anago, was at Home Depot in southwest London with the charity's board members Friday to accept an important donation of \$11,214, raised in London Home Depot stores between May and July through the sale

of paper hammers.

Anago, which has been working in the community since 1959, provides residential support for girls in need of protection.

The girls it helps have complex needs. Often they have experienced severe abuse or have mental-health difficulties, so they need significant support.

"We want to develop a therapeutic care recreation program for the girls to help them plan how to engage in team sports," said Bennett.

"Home Depot built a brand new teaching kitchen for us at Parkhill. The girls have learned a lot of valuable skills from

Home Depot, like how to use a power drill, how to hang a picture and how to create things.

"When you grow up in a home where there is violence, you learn how to destroy things, so this is flipping it for them and showing them how to be positive members of society."

The donation will be used in part for repairs and maintenance to the Anago home at Parkhill, and may also go toward additions to the facility.

Home Depot's campaign has raised more than \$250,000 nationally and supported 250 organizations across Canada.

MIKE DONACHIE/METRO



Const. Ken Steeves, a board member of Anago, celebrates the donation by giving executive director Mandy Bennett a lift. MIKE DONACHIE/METRO



The Forest City goes Paisley

Budweiser Gardens turned a little Nashville when country music star Brad Paisley brought his show to London Saturday night. MARK SPOWART/FOR METRO

How to love the math you hate

Western University's popular complimentary lecture series, Classes Without Quizzes, returns for a new season on Oct. 24 with education professor George Gadanidis.

The session, titled "Why you hate math and how to feel the love," will provide

hands-on activities to flex the imagination and help participants experience the pleasure of math, using songs and videos from Grade 1 to 3 classrooms to explore ideas many struggled with in high school.

The doors will open at

6 p.m. for the 7 p.m. event inside the Stevenson Hunt Room of the central branch of the London Public Library, located at 251 Dundas St.

Those interested in attending are asked to RSVP online at classeswithoutquizzes.uwo.ca. **METRO**

Time to get schooled on London Hydro

Controversy. Public consultation on future of taxpayer-owned service to cost \$75,000; selling would mean millions for taxpayers



MIKE DONACHIE

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It's almost time to make a decision on the future of London Hydro, but first there's work to do.

The city is to launch a public education program to help determine if the utility company stays in public ownership.

A report on the issue will be tabled at a committee Monday, and councillors will rule on the idea at full council on Tuesday.

The idea, according to the report, is to "educate" shareholders and the public on the energy industry and the options available. The process will start soon and continue into the spring, if councillors agree.

It's also about "dispel-

ling any misconceptions that currently exist around which parties control aspects of the business, for example, Ontario Energy Board versus shareholder control over rates."

The total bill for reaching out and educating everyone is expected to be \$75,000, the report says.

But if the sale of London Hydro goes ahead, in part or in full, it will mean millions for the taxpayer, and that's got councillors very interested as they prepare to set budgets and tax rates.

It's been a controversial issue in council, with some members opposed to the sale but none able to ignore the possible income.

No decision on London Hydro's future has been made yet, but the council has agreed on a set of guidelines for the sale of an asset like London Hydro.

They specify that "a long-term view should be considered when contemplating an asset sale" and the proceeds can't be used to cut taxes or ease budgets.

They also set priorities for how the money would

Engagement plans

- A discussion paper, with the history of the industry, the performance of London Hydro and the options available, will be made available online if the plan goes ahead.
- Pamphlets and posters are expected to be sent to hydro customers and displayed at city buildings.
- A publicity campaign would involve the news media and social networks.
- A travelling town hall is planned, to hold a series of meetings. There may also be a formal public opinion survey and focus group meetings.

be used.

First, they should reduce debt, but then they must make an investment for the city that would mean a return.

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Canadian lumberjack squad to chop blocks in Germany

Stihl Timbersports World Championships.

Five of the country's best are ready to take their show — and their axes — on the road to Stuttgart

These guys could make short work of that pile of wood you need to cut, but you'd have to ask them quick, as later this week they leave for the Stihl Timbersports World Championships taking place in Stuttgart, Germany.

"This is a training camp for the Canadian team; we have five of the best guys here," said team manager Gerry Rozo.

Canada will be represented by Nathan Cumberland and Marcel Dupuis from New Brunswick; Donald Lambert and J.P. Mercier from Quebec; and Mitch Hewitt from British Columbia.

"It is basically a lumberjack sport combining differ-

ent disciplines lumberjacks would have used in the field way back when, and have turned it into a sport," said Rozo, adding, "It is a sport that is all over the world, with 24 countries competing."

The team competes in a series of "runs," where they are judged based solely on the length of time it takes them to complete the four disciplines.

"We start with the 'stock saw' — the next person cannot start until the previous guy is finished — then go to the 'underhand' then to the 'single block' and finish with the 'standing block.'"

While London is known as the Forest City, a training camp for lumberjacks seems to be a little misplaced.

"London is home for Stihl Canada; it is our home, so we thought, 'Why not?'" said Rozo.

"We have been made very welcome here, and why not? London is the best city in Canada."

MARK SPOWART/FOR METRO



And he's OK: Wood flies as Nathan Cumberland from Keswick Ridge, N.B., levels his axe during a demonstration at Covent Garden Market. As a member of Team Canada, he and his four teammates leave for Stuttgart, Germany, this week to compete in the Stihl Timbersports World Championships. MARK SPOWART/FOR METRO

Hockeylife teams with Itsy to shoot, score for charity



Here to help: From left, Hockeylife's Nathan Moniz, Radek Adamowski and Marek Kalimowicz with Mat Lunnen of Itsy, all wearing Hockeylife shirts. MIKE DONACHIE/METRO

One of London's most valuable good causes has a new source of funding.

Itsy, a charity that supports families with premature children, has teamed up with a hockey league to accept donations from every item of clothing it sells.

Some of the tales told by Itsy co-founder Mat Lunnen are heartbreaking, and inspired the men behind to offer some help.

Itsy was founded after Lunnen and his wife Laurel found themselves watching their newborn daughter Natalia in the neonatal intensive care unit at St. Joseph's Hospital.

She weighed just one pound, one ounce when she was born, and stayed in the hospital for four months.

"While we were in there, luckily for us we had the resources to have the time off work and cover the expenses," said Lunnen. "But we ran into families that didn't."

He talked of teens with premature babies but no support, and of a father who walked for an hour and a half every day to get to the hospital because he didn't have the bus fare.

So the couple founded Itsy to bridge the gap. The charity's help includes gift cards for stores like Shoppers Drug Mart, breast-pump kits, gas cards, meal cards and help with hotel bills. Its volunteers work closely with social services to make sure the help is the best it can be.

"We want to bring the community together for the love of hockey, and also to support the community by having some of the proceeds of our clothing lines go to Itsy," said Nathan Moniz of Hockeylife.

Hockeylife organizes men from their teens to their 50s into games a couple of nights a week. There are already 180 guys signed up for their league.

"It's becoming more and more popular," said Moniz. "It's all inclusive and it's about getting a good skate out, getting some exercise and having a good time."

MIKE DONACHIE/METRO

Learn more

To find out how to support Itsy, go to itsy.ca.

For more about Hockeylife, visit hockeylifehl.com.



Quoted

"It's about getting a good skate out, getting some exercise and having a good time" Hockeylife's Nathan Moniz

CN on best behaviour as it deals with derailment fallout: Experts

PR. Saturday's disaster in Gainford, Alta., was the company's third derailment involving hazardous goods in recent weeks

CN Rail's strong and swift response to the derailment of a fuel-laden train in Alberta shows how anxious the company is to quell safety concerns as more dangerous goods travel by rail, experts said Sunday.

The railway company dispatched its top brass, led by chief operating officer Jim Vena, to handle the crisis after 13 cars carrying crude oil and liquefied petroleum gas came off the tracks and caught fire early Saturday in Gainford, west of Edmonton.

Within less than 24 hours, the company had publicly



Emergency crews work at the scene of a train derailment near Gainford, Alta., on Sunday. JASON FRANSON/THE CANADIAN PRESS

apologized for the disruption, while stressing the vast majority of its cargo arrives safely without incident.

"They have their COO out

there, they've apologized, they're keeping everybody informed — that's all really good stuff," said Michael Davis, managing director of the Vancouver

consulting firm Reputations.

"The reason is they're terrified they're going to pop up ... above the radar and all of a sudden they're going to start get-

ting all this public pressure on the amount of oil products and petroleum products that are being shipped by rail."

CN's efforts may not be

Quoted

"We see a business here that is really pulling out all the stops to defend its brand."

Kenneth Wong, a marketing expert at Queen's University, on CN Rail.

enough to counteract mounting safety concerns over hauling dangerous goods by rail, however, Davis said, pointing to last summer's disaster in Quebec involving another rail company.

"They have popped up onto the public radar because of Lac-Mégantic and then the other derailments over the last little while," he said.

No one was hurt in Saturday's derailment, but several cars leaked gas and burst into a giant fireball and roughly 100 residents were forced from their homes. **THE CANADIAN PRESS**

New Brunswick

Shale-gas project opponents gather at First Nation

Hundreds gathered at a community hall in New Brunswick Sunday to discuss their opposition of the development of a shale-gas sector in

the province as they garnered support from Manitoba.

Chief Arren Sock said the meeting at Elsipogtog First Nation was a chance for people in his community to tell their stories. Chief Derek Nepinak said the assembly chiefs in Manitoba sent him to New Brunswick to stand in solidarity with the protesters.

THE CANADIAN PRESS

Saskatoon

Hunters accidentally burned by police pepper spray

Saskatoon police are reviewing their training procedures with a type of pepper spray after several hunters were injured by the noxious

gas during an exercise for officers outside the city.

The accident occurred Thursday when up to 10 civilians came into contact with OC Spray — causing what one described as "horrible burning" — at a firing range. A witness blamed a shift in wind direction for pushing the spray toward the hunters.

METRO IN SASKATOON

Politics

Four ridings up for grabs in November byelections

The battle for opposition supremacy is on after Prime Minister Stephen Harper set Nov. 25 as the date for four federal byelections.

Harper called the byelections on Sunday for Toronto Centre, the Montreal riding of Bourassa, and the Manitoba ridings of Provencher and Brandon-Souris.

Toronto-Centre and Bourassa are longtime Liberal strongholds, but the NDP is making a concerted effort to snatch the two ridings away.

THE CANADIAN PRESS

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Argentina's agro-boom — is it poisoning its people?

Agrochemicals.

Pesticides may be the cause of health problems — from cancer to birth defects — in the country's vast farm belt

Argentine farm worker Fabian Tomasi wasn't trained to use protection as he pumped pesticides into crop dusters. Now, at 47, he's a living skeleton.

Schoolteacher Andrea Druetta lives in a town where it's illegal to spray agrochemicals within 500 metres of homes, yet soy is planted just 30 metres from her back door. Recently, her boys were showered in chemicals while swimming in their backyard pool.

Sofia Gatica's search for answers after losing her newborn to kidney failure led to Argentina's first criminal convictions for illegal spraying last year. But 80 per cent of her neighbours' children surveyed carry pesticides in their blood.

American biotechnology has turned Argentina into the world's third-largest soy producer, but the chemicals powering the boom aren't confined to soy, cotton and corn fields. The Associated Press documented dozens of cases where these poisons are used in ways specifically banned by existing law.

Now doctors are warning that uncontrolled pesticide use could be the cause of growing health problems among the 12 million people who live in Argentina's vast farm belt.

"The change in how agriculture is produced has brought, frankly, a change in the profile

of diseases," says Dr. Medardo Avila Vazquez. "We've gone from a pretty healthy population to one with a high rate of cancer, birth defects and illnesses seldom seen before."

Once known for its grass-fed beef, Argentina has undergone a transformation since 1996, when the U.S.-based Monsanto Company marketed a new model of higher crop yields and fewer pesticides through its patented seeds and chemicals.

In response to soaring complaints, President Cristina Fernandez ordered a commission in 2009 to study the impact of agrochemical spraying on health. Its initial report called for "systematic controls over concentrations of herbicides and their compounds."

Hospital records show birth defects quadrupled in the province of Chaco in the decade after genetically modified crops were approved. A medical team then surveyed 2,051 people in six towns, finding more disease wherever people are surrounded by farms.

In the farming village of Avia Terai, 31 per cent said a family member had cancer, compared with three per cent in the ranching village of Charadai. They also documented children with malformed skulls, exposed spinal cords and strange skin problems.

It may be impossible to prove a specific chemical caused an individual's illness. But doctors increasingly are calling for broader, longer-term and more independent research, saying governments should make the industry prove that the accumulated agricultural burden isn't making people sick.

THE ASSOCIATED PRESS



Two-year-old Camila Veron, born with multiple organ problems and severely disabled, stands outside her home in Avia Terai, Argentina, on March 31. It's nearly impossible to prove that exposure to a specific chemical caused an individual's cancer or birth defect, but doctors say these cases merit a rigorous government investigation.

ALL PHOTOS NATACHA PISARENKO/THE ASSOCIATED PRESS



Five-year-old Aixa Cano, who has hairy moles all over her body that doctors can't explain, sits outside her home in Avia Terai, Argentina.



Former farm worker Fabian Tomasi shows the condition of his emaciated body as he stands inside his home in Basavilbaso, Argentina. Tomasi's job was to keep crop dusters flying by quickly filling their tanks, but he says he was never trained to handle pesticides.

Spraying laws vary

23

Some of Argentina's 23 provinces ban spraying within three kilometres of populated areas; others say farmers can spray as close as 50 metres. About one-third set no limits, and rule-breakers are very rarely punished.

Chemicals in class

11

Teachers in Entre Rios began to file police complaints this year. They said sprayers failed to respect 50-metre limits at 18 schools, dousing 11 during class.

Cancer rates

4

In Santa Fe province, the heart of Argentina's soy industry, cancer rates are up to four times higher than the national average.

Birth defects

4

In Chaco, the nation's poorest province, children became four times more likely to be born with devastating birth defects in the decade since biotechnology dramatically expanded industrial agriculture.



Customers decide how to spend \$80M of H&M's charity money

Corporate responsibility. Fast fashion giant H&M lets customers decide philanthropy with online crowd-sourcing



ELISABETH BRAW
Metro World News in London, U.K.

Why give money to good causes if your customers don't know about it? Global corporations are discovering how to get customers involved with philanthropy through crowd-sourcing.

H&M will announce today an online poll that lets customers decide where the fashion chain's philanthropic arm should spend SEK 500 million (about \$80 million).

"We felt that it was im-

portant to know what people consider vital," explains Helena Thybell, global manager for H&M Conscious Foundation. "And it's a good way of creating engagement: what are people passionate about? There are lots of people around the world who really care and are concerned about the future of the planet."

Other consumer product giants such as Ford and Pepsi have already tried crowd-sourced philanthropy.

"It accomplishes the company's goal of making their customers aware of their CSR (corporate social responsibility)," notes Mari Kuraishi, co-founder and president of globalgiving.org, which connects people with causes that suit their taste.

But while voting might be fun, how much good will the resulting projects do?

In some cases it may be little more than a publicity stunt, says Kuraishi, but it also gets CSR on consumers' agendas: "If consumers are involved, they'll talk about it with their friends. By contrast, you wouldn't dig up a company's CSR report and talk about it with your friends at the pub."

"We think this is a great way to empower our staff and customers," H&M CEO Karl-Johan Persson tells Metro.

"Their votes will have a real impact as they determine what the H&M Conscious Foundation should focus on (in) the coming years."



Model Jennie Runk in an H&M swimsuit ad. COURTESY H&M

Global giving

H&M's new crowd-sourced philanthropy campaign means you can shop and do good at the same time.

- **Pick your passion**
There are five options to choose from, ranging from clean water to women's empowerment. The top three picks will be funded by H&M for a multi-year engagement.

- **Expert input**
A panel of experts, including Catholic Archbishop Desmond Tutu, narrowed down the shortlist of beneficiaries.

- **Online ballots**
Customers can vote at makeadifference.hm.com.



Karl-Johan Persson, CEO of Swedish fashion retailer H&M, right, says his company's crowd-sourced charity campaign will empower customers to help change the world. MARC FEMENIA/TT NEWS AGENCY/THE ASSOCIATED PRESS

Green entertainment

Matt Damon wins eco award

Actor Matt Damon, who starred in fracking drama Promised Land, was recognized with the Ongoing Commitment award for his film's eco-friendly messages by the Environmental Media Association Saturday night.

The organization aims to channel the power of celebrity and media to promote sustainable behaviours and ecological awareness.

Also honoured was Netflix's House of Cards, as well as HBO documentary Gasland Part II, reality show VICE, ABC comedy Last Man Standing and Nickelodeon's Nick News with Linda Ellerbee.

THE ASSOCIATED PRESS



Matt Damon starred in fracking drama Promised Land.

FOCUS FEATURES

Better at math. Bank of Canada economists get failing grade in writing

An internal report card says the Bank of Canada's economists don't write too good.

"Economists' writing skills were identified by many as an area for improvement," says an audit ordered by the bank.

"This includes difficulties being succinct, grammatically correct and prioritizing the data into useful information."

Auditors examined an elite group of bank economists, most of them with graduate degrees, who dissect the state of the Canadian and international economies. Their advice is used to set Canada's monetary policy.

This analysis, which now takes up to half the time of these economists, also appear to have created a paper jam as managers must then edit the below-standard English or French. THE CANADIAN PRESS

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LABELLING PEOPLE IS DEHUMANIZING

Last week, it was reported that in the new year, city council will address the idea of having a safe injection site in London. Now, it's far too early to have a real discussion about whether such a site will ever become a reality in the city, but it was interesting to see the early push-back—from both council members and the community alike.

The discussion that ensued quickly reminded me of something I find bothersome about the way the media refers to people who access safe injection sites. They're "addicts," plain and simple. You see it in newspaper headlines all the time. In fact, Maclean's—this country's lone national weekly magazine—published an article earlier this month with the headline: The Politics of The Heroin Addict.

It may seem like a minor detail, this decision to identify people as heroin addicts instead of people who have an addiction to heroin. But it's not. And here's why: putting a label on a group of people makes it easier for society to think of that group as somehow less



URBAN COMPASS
Todd Devlin
london@metronews.ca

than human. And that leads to a lack of compassion and empathy.

"Addicts" dehumanizes. It's also a pejorative term that carries a certain level of contempt and disrespect. And it contributes to the stigma around mental illness. Let's not forget, addiction is a mental illness. But yet we seldom read about people 'struggling' with or 'suffering' from an addiction, right? That's what happens with dehumanizing labels.

And it certainly doesn't end with addictions. We read about 'schizophrenics' instead of people who suffer from schizophrenia, which is a serious mental disorder with a strong genetic component. We see 'manic depressives' instead of someone diagnosed with bipolar disorder. And

how about 'anorexics'?

I met a young girl a few years back (the daughter of a family friend, whom we'll call Laura) who suffered from anorexia, an eating disorder that falls under the umbrella of mental illness as

well. She was a bright and caring teenager who had endured a few hospital stays as a result of her illness. One year, she ended up organizing a Christmas gift drive for the children at the hospital. How do you think she would feel if someone identified her by the very illness that she desperately wished she didn't have?

Of course, this phenomenon—dehumanizing people based on an affliction, illness or disorder—is far from limited to just mental illnesses. How about 'autistics' or 'paraplegics' or 'amputees' or 'diabetics'? The list goes on.

What's worse is that some of these terms actually seem more benign than others. Why is that? Is it because they've been normalized? That's a disturbing thought. After all, someone with diabetes, for example, likely appreciates being identified as a 'diabetic' about as much as Laura wants anorexia to define her.

The important thing is that behind all of these labels are human beings. The true identities of those human beings are always so much more than the labels bestowed upon them. So, no, it's not a matter of semantics. Language is important. And so are people.

Follow Todd Devlin on
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ZOOM

Nelson Mandela larger than life



Spray paint artist captures a leader

Street artist Victor Landeta spray paints a portrait of former South African leader and human rights activist Nelson Mandela on a sliver of the former Berlin Wall on Saturday in Kleinmachnow, Germany. Ailing Mandela recently spent three months in a hospital and is now receiving treatment at home. **GETTY IMAGES**

Famous quote

"There is no passion to be found playing small—in settling for a life that is less than the one you are capable of living." Nelson Mandela



Former German chancellor Willy Brandt on a sliver of the former Berlin Wall. He received a Nobel Peace Prize for attempting to warm relations between West Germany and countries in the Soviet Bloc. **GETTY IMAGES**

Clickbait



ANDREW FIFIELD
andrew.fifield@metronews.ca

Bandcamp is an online music store that allows users to buy directly from the artist at prices that tend to be beautifully affordable. Cool, right? But, wait! It gets better. You can preview albums in their entirety before purchasing anything, making it the perfect mixture for supporting Canadian talent like this.



CONTRIBUTED

No Babies:

The debut (I assume) album from this Dartmouth group is pure sugary bliss from the opening seconds. A heady mix of electro-pop and beach-y guitar jams. The only complaint I have is that it wasn't released in June. (thenobabies.bandcamp.com)

Viet Cong:

A supergroup of sorts, made up of veteran Calgary musicians who have mastered the sort of stark post-punk that seems more at home in Manches-

ter than anywhere in Alberta. Fans of the dearly-missed Woman, once one of the country's most promising young bands, will find both familiar sounds and familiar members here. (vietcong.bandcamp.com)

Hooded Fang:

Good old fashioned garage rock, delivered with crashes and bangs. If that sounds like your kind of thing, and it should, give their latest album Gravez a spin. There's literally nothing to not like in there. (dapsrecords.bandcamp.com)

Twitter

@metropicks asked: **One MP will introduce a private member's bill to protect unpaid workers. What's the best solution?**

@TheGr8stManEvr: Elect Justin Trudeau to a majority.

@KMouse66: Fine the employers for exploiting slave Labour.

@wgb75: Dont take non paying jobs in first place.

@1puttB: 2013 and we still have slavery?

@Denniszride: deny workplaces from using interns.

@cndougherty: definitions will be critical - how will this impact the Canadians who volunteer?

Follow @metropicks and take part in our daily poll.

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London, England

Depp salutes horror-film star Christopher Lee

Johnny Depp has made a surprise appearance at the London Film Festival to give a career honour to horror icon Christopher Lee.

Depp called Lee "a national treasure" and "a genuine artist" as he presented the 91-year-old actor with a British Film Institute Fellowship on Saturday.

He said it had been "a childhood dream come true" to work with Lee. The two actors appeared together in Tim Burton's *Sleepy Hollow*, *Dark Shadows* and *Charlie and the Chocolate Factory*. **THE ASSOCIATED PRESS**



Christopher Lee and Johnny Depp
INVISION FOR BEI/THE ASSOCIATED PRESS

Movie rankings

Gravity's box office shows no signs of returning to Earth

Topping the box office for the third straight week, the space adventure *Gravity* continues to be the box-office juggernaut of the fall. The film, starring Sandra Bullock, earned \$31 million US over the weekend, according to studio estimates Sunday. The Warner Bros. film has now made more than \$170 million US in three weeks. Tom Hanks' Somali pirate docudrama *Captain Phillips* held in second place at the box office. **THE ASSOCIATED PRESS**



From left, Clark Gregg, Brett Dalton and Chloe Bennet in a scene from Marvel's *Agents of S.H.I.E.L.D.* JUSTIN LUBIN/ABC/THE ASSOCIATED PRESS

Agent Coulson, man of steel (and milquetoast)

Television. Actor Clark Gregg's geeky alter ego proves both bad-ass and boyish as the star of *Agents of S.H.I.E.L.D.*

Like the character he plays, Clark Gregg has worked his way up the career ladder.

Five years ago, he played Agent Phil Coulson for the first time as a small role in the Robert Downey Jr. romp *Iron Man*.

Now, after gaining an ever-higher profile as Coulson in subsequent projects, including last year's mega-hit *The Avengers*, Gregg has broken out as the star of Marvel's *Agents of S.H.I.E.L.D.*, the new acronymic sci-fi thriller airing on CTV

which finds Coulson leading a hand-picked band of agents on their extra-special missions.

Gregg's own mission: to savour his spot as No. 1 on the Marvel's *Agents* call sheet after years of diverse, solid and often acclaimed work that, nonetheless, fell short of making him a household name.

Gregg, 51, has earned his new prominence. As Coulson, he projects a mild demeanour (except when he doesn't) and a boyish smile (except when he takes dead-aim with his weapon or busts a bad guy in the chops). He's a tangy blend of milquetoast and steel.

And he looks good, though not too good, in his habitual company-man business suit.

"Coulson never takes his suit off," said executive producer Maurissa Tancharoen,

When super-agents take selfies

"Coulson loves his job. He's jaded; he's seen too much, but he can really geek out. You could imagine him doing selfies with crazy alien corpses! I'm making that up, but he's WAY into what he does."

Actor Clark Gregg, who stars as Agent Phil Coulson on Marvel's *Agents of S.H.I.E.L.D.*

speaking from Los Angeles, "whether he's on the beach, in the jungle ..."

"But at the risk of spoilers," stepped in fellow exec producer Jed Whedon, "you will see him in a future episode — sans tie!"

Agent Coulson is also a master of the dry quip, courtesy of Gregg. "No matter what the line, Clark always makes it sound so classy and cool," said Tancharoen.

"The show doesn't take itself too seriously," Gregg

notes gratefully during a recent chat in New York, "except in the moments when it needs to. The rest of the time it has a real sense of humour. I'm going to Taser you and watch *Supernanny* while you drool into the carpet." That's just not the kind of line I've gotten playing an agent in something else," like, for instance, *The West Wing*, where he had a recurring role as, yes, an FBI special agent.

THE ASSOCIATED PRESS

Desperate Housewives

Sheridan's case against ABC nixed

A judge has dismissed actress Nicollette Sheridan's long-running lawsuit against ABC over her firing from the hit series *Desperate Housewives*. He ruled the case couldn't proceed because the actress should have exhausted her claims to a labour commissioner before pursuing a trial.

THE ASSOCIATED PRESS

Celeb offspring. Duhamel says his son's no crybaby

Proud papa Josh Duhamel has no problem bragging about his well-behaved baby. The 40-year-old actor and his wife, Fergie of the Black Eyed Peas, welcomed their first child, Axl Jack, on Aug. 29.

"What's surprised me the most is how well behaved he is. I was expecting a crying baby all the time and he's been really mild-mannered," Duhamel said.

But he's aware of what could be in store if the couple ever decides to expand the brood. "I think somehow biology, the universe, whatever, you know, gives you like a pleasant baby first so that you have another one, procreate, and then the next one's a holy terror and then you really realize what being a new parent is all about," joked Duhamel.

THE ASSOCIATED PRESS

Tour cancelled. Mahone is being treated for blood clot

Teen singer Austin Mahone has postponed his tour and is being treated for a blood clot in his throat. A representative for the 17-year-old said in a statement that Mahone was admitted to the hospital Thursday with a 40 C temperature. The rep adds that he's dealing with "extreme inflammation in his throat as well as severe dehydration."

THE ASSOCIATED PRESS



Austin Mahone performs in New York on Oct. 11. INVISION/THE ASSOCIATED PRESS



Kristen Bell and Dax Shepard ALL IMAGES GETTY

Wedding Bell finally tolls for Kristen as she marries Dax in spontaneous style

After a very long engagement, Kristen Bell and Dax Shepard have reportedly tied the knot in an incredibly low-key and spontaneous ceremony, according to TMZ. "We just haven't gotten it together on a Saturday to get to the courthouse," Bell told E! News recently when asked about the delay. "It's just out of laziness that we haven't actually done

it yet." Bell and Shepard did finally make it to the Beverly Hills City Clerk's Office this weekend, and though they planned to just get their marriage licence, sources say they ended up going ahead and taking the plunge. Bell and Shepard had been engaged for years but refused to wed until same-sex marriage was reinstated in California.



Gwyneth Paltrow

Vanity Fair smell an affair as they begin probing Paltrow's love life

The much-buzzed-about take-down of Gwyneth Paltrow that Vanity Fair is planning will reportedly detail a rumoured affair the Oscar-winning actress had with real estate developer Jeffery Soffer, according to Page Six. "Vanity Fair is asking if Gwyneth had an affair with Jeff back in 2008 when he reopened the Fontainebleau (hotel)," a source says.

"He flew her in for the party, and she stayed at his house," Paltrow and husband Chris Martin will celebrate their 10th anniversary in December, and Soffer recently married Elle Macpherson. The source said the author of the article is also looking into Paltrow falling out with pal Madonna and her early-career casting couch experiences.

METRO DISH

OUR TAKE ON THE WORLD OF CELEBRITIES

Pop Goes The Week



What's wrong Charlie, you don't like money?

STARGAZING
Malene Arpe
scene@metronews.ca

Possible reasons Charlie Hunnam left the production of *50 Shades Of Grey*. A) He didn't want to end up in a Robert Pattinson-type situation, being forever known for one terrible role. B) He finally got around to reading the books. C) Creative differences. D) He hates money. E) His feelings were hurt when Britney Spears said she wanted James Franco to play Christian.

Martha Stewart said of Gwyneth Paltrow that she hopes she's "authentic" and that, "She wants to be a lifestyle arbiter — fine ... I think I started this whole category of lifestyle."

Martha continued, "also, everything is mine and you can't have any. Neener-neener. Are your goats trained to make their own cinnamon-scented candles?"

Meg Ryan is returning to TV where, "she will play a sunny, devoted and non-confrontational mom who returns to a publishing house where she was once a brilliant editor." Don't tell me! Don't tell me! Her boss will be Tom Hanks and they will bicker and then they'll have polite sex. Did I get it right? Is there a prize?

Lady Gaga is reportedly trying to buy graphic hospital photos of Michael Jackson's 1984 burn injury. It was either that or start collecting spoons of the world.

Model Kat Torres says she's dating Leo DiCaprio and calls him "amazing." Leo's rep denies the two are or have ever been a couple and that, Kat, is how a non-disclosure contract works. Now you'll know for when you start dating Bradley Cooper.

Robin Thicke said of *Blurred Lines* that "I wrote it about my wife. She's my good girl. And I know she wants it because we've been together for 20 years." A random sampling of people on the street said of Robin Thicke, "blerrrrfff" and "pornauseating."



Colin Farrell. ALL IMAGES GETTY

Ex hellraiser Farrell recalls his crazy drug-filled days

Colin Farrell isn't afraid to discuss his hard-partying, pre-rehab past, explaining that when he'd finally sought treatment after filming *Miami Vice*, he felt like his body was dying. "I'd gotten out of control. For years I could indulge

in certain things," Farrell says in a recent *The Late Late Show* interview. "I had quite a high tolerance for various drugs for years, I thought. It accumulated to the point where I couldn't put my foot on the brake anymore."



Zac Efron

Efron keeps it low key and all boys for birthday bash

Zac Efron celebrated his 26th birthday with a round of golf with his dad during the day and small shindig with friends — no girls allowed — at the Chateau Marmont, according to *Us Weekly*. The former *High School Musical* star, who

completed a stint in rehab earlier this year for reported problems with cocaine and alcohol, was joined by Robert Pattinson, Joe Jonas and his *That Awkward Moment* co-star Michael B. Jordan for the festivities.

Twitter



@Josswhedon
"Friendzone" means any woman who doesn't have sex w/a guy is doing him an injustice. The term debases everyone. Can we retire it?



@ChloeGMoretz
Tomorrow! Japan!!



@oliviawilde
The fact that the valet guy just called me "sir" isn't as awesome as how long it took his buddy to convince him he was wrong.

Skin care

Pregnancy routine

Your growing body will experience new issues, including itchy skin and stretch marks. And certain ingredients, like your trusty retinol cream, are now off-limits.

Dermatologist Debra Jaliman, author of *Skin Rules*, lets you in on your new skin-care routine.

What are some skin issues for pregnant women?

One of the biggest issues for expectant mothers is melasma, when pregnant women get brown discoloration on their face. So it's very important to use a broad-spectrum SPF 30 sunscreen every day, rain or shine. Pregnant women are also often very itchy, so it's important to use mild cleansers when washing the skin and also

to take short showers and avoid hot water.

How should pregnant women take care of their skin?

It's important to use a moisturizer when getting out of the shower and avoid vigorously towel drying. Instead, pat the skin dry gently.

Are there any products to avoid?



Pregnant women should avoid retinol. iStock

Certain products should be avoided. These include retinol, salicylic acid, hydroquinone, kojic acid and benzoyl peroxide. METRO

Exclusively online

Are your kids ready to pop some hashtags? Find out with Metro content from Lynda Martin Evans and Fiona Stevenson, authors of the bestselling book *Reasons Mommy Drinks*, at metronews.ca/voices. Hashtag your reasons on social media to #reasonsmommydrinks



All fun and games till your kid's schedule stresses everyone out

Extracurricular activities. Are hockey, soccer, tennis, swimming and piano lessons too much?



IT'S ALL RELATIVE
Kathy Buckworth
kathybuckworth.com

When I was a kid, like many of my friends I would race home after school so I could change and get outside to play. We used to run from door to door, calling on other kids to come out.

You know the word "play", right? Besides when it's referencing a video game? We would stop playing only for dinner and homework and the occasional episode of *Get Smart* or *The Partridge Family*.

Our time was, for the most part, totally unstructured, unless you consider being told to "be home when the streetlights go on" as structure.

I did also learn how to play badminton, squash, tennis, and took swimming and skating lessons. Most happened on the weekend, leaving our weekdays relatively free. Free, compared to the schedules of many kids today, including my own.

When all four of mine were engaged in sports, I needed a spreadsheet to keep track of it. My book *Shut Up & Eat* was mostly inspired by the fact that family meals became more about logistics than they did nutrition, and might have included consideration of what one can eat in a car on the way to the hockey arena.

Many parents are driving themselves and their vehicles to the brink all week as they ferry children from karate to guitar to skating to tournaments and extra practices and the dreaded of all time-suck activities — the "Rep" level team, be it hockey, soccer, swimming, etc.

(I remember myself at age eight, and my sister at 10 taking the city bus by ourselves to swimming lessons. Shock-

ing.)

There are many theories as to whether exposing our kids to this type of structure and (arguably) overscheduling is good for them.

On the positive side, they learn teamwork, commitment, engage in physical activity and/or cultural stimulation. Critics would say it's stressful for them and that they don't know how to amuse themselves for longer than it takes to wait for a brother's gymnastics lesson to end.

My advice? Pick and choose the way you spend their time, your time and your money when deciding on extracurriculars. Check your bank balance, your calendar and make sure it's something they want to pursue versus your own interest or those of their friends. Investigate responsibilities for fundraising, out of town tournaments and equipment costs before committing.

After all, in the words of William Shakespeare, "The play's the thing," isn't it?



Parents should choose their child's activities carefully. iStock

Why you don't want to raise a candy girl



Dental surgery rates among preschoolers were the highest in Nunavut, the Northwest Territories and Saskatchewan. iStock

For thousands of Canadian preschoolers, going to the dentist doesn't mean a visit to a clinic for a minor cavity, but going under general anesthesia for dental surgery in a hospital.

About 19,000 children aged one to five end up in hospital each year because they have multiple cavities and tooth decay so severe that it requires surgical treatment, says a report from the Canadian Institute for Health Information (CIHI), released Thursday.

In fact, about one-third of all day surgery operations for

preschoolers — who still have their baby teeth — are done to perform substantial dental work.

"When you see the numbers, when you think 19,000 kids, you just really are taken aback," said Anne McFarlane, CIHI vice-president for Western Canada and developmental initiatives.

"And that's just the tip of the iceberg," McFarlane said from Victoria, noting that the figure doesn't capture children who are waiting for surgery or those who had their dental work

done in a clinic.

Dental surgery rates among preschoolers were highest in Nunavut, the Northwest Territories and Saskatchewan, while Ontario, Alberta and B.C. had the lowest rates in the country.

McFarlane said a number of factors likely contribute to children who still have their baby teeth developing substantial decay: lack of fluoridation in water, ignorance of good dental hygiene practices and having limited access to dental care if living in a rural or remote community. THE CANADIAN PRESS

3
THE

Nutty Thumbprint Cookies get two thumbs way up

1. In bowl of stand mixer fitted with paddle attachment, cream butter with brown sugar on medium speed for 3 to 4 minutes or until very light and fluffy. Add egg and vanilla; beat until well combined. Into another bowl, sift together flour, cornstarch, baking powder and salt; stir in almonds and add to

Ingredients

- 1-1/4 cups (300 ml) unsalted butter, softened
- 3/4 cup (175 ml) packed dark brown sugar
- 1 egg
- 1 tsp (5 ml) pure vanilla
- 2 cups (500 ml) all-purpose flour
- 1 cup (250 ml) cornstarch
- 1 tsp (5 ml) baking powder
- 1/4 tsp (1 ml) salt
- 1/2 cup (125 ml) ground almonds
- 1/4 cup (50 ml) icing sugar
- 1 jar (375 g) PC Decadent Cookie Spread



This recipe makes 65 cookies. **PRESIDENT'S CHOICE**

creamed butter mixture. Mix on low speed just until combined. Cover bowl with plastic wrap. Chill for 1 hour or until mixture is firm.

2. Preheat oven to 350 F (180 C). Line three baking sheets with parchment paper.

3. Using scant tablespoon (15

ml), scoop dough, form into 1-inch (2.5 cm) balls and place on one baking sheet, spacing 1-1/2-inches (4 cm) apart. Make a thumb indentation in each ball. Bake in centre of oven for 10 to 12 minutes or until evenly golden and crisp. Cool slightly on baking sheet. Gently press thumb into indentation. Cool cookies fully on baking sheet.

While one batch bakes, scoop more dough onto second baking sheet. Let baking sheets cool fully before re-using to bake more cookies.

4. Sift icing sugar over cooled cookies. Using two spoons or a piping bag, fill cookie centres evenly with cookie spread, using entire jar. **PRESIDENT'S CHOICE**

Healthy eating

Choose it and lose it



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No meal is complete without a sweet ending, but some seasonal treats are loaded with sugar.



Pumpkin pie

466 calories / 45 g sugar

Pumpkin pie will be all around us this season. A butter graham crust and creamy filling adds up quickly.

Equivalent

One slice of pumpkin pie is equal in sugar to 22 Timbits.



6 President's Choice mini chocolate eclairs

270 calories / 12 g sugar

Six eclairs give you almost half the calories and a fraction of the fat of the pumpkin pie.



Spread it all over bread or eat it from the jar, we won't tell

Remember when Fluffernutter sandwiches were all the rage? This DIY Nutella-Marsh-

mallow spread reimagines the idea with chocolate-hazelnut flavour instead of peanut

butter.

1. In a medium saucepan

over medium-high heat, combine the water, sugar and corn syrup (or honey). Stir gently to combine. Insert a candy thermometer and heat, without stirring, until the mixture reaches 240 F.

2. Meanwhile, when sugar syrup begins to form large bubbles, and the thermometer reads about 225 F to 230 F, place the egg whites and cream of tartar in the bowl of a stand mixer and beat the whites to soft peaks. This should take about 4 minutes.

3. By the time the whites are whipped, the sugar syrup should be at 240 F. Remove

Ingredients

- 1/3 cup water
- 3/4 cup sugar
- 3/4 cup corn syrup or honey
- 3 egg whites, room temperature
- 1/2 tsp cream of tartar
- 1 tsp vanilla extract
- Half of a 13-oz jar of Nutella



This recipe makes four cups. **MATTHEW MEAD/ THE ASSOCIATED PRESS**

from the heat and with the mixer running, carefully pour the syrup in a thin, steady stream into the whites. The whites will deflate slightly at first, but as the sugar syrup becomes incorporated, they will thicken, turn white and begin to fluff up.

4. Continue to whip the mixture for 7 to 8 minutes, or

until very thick and glossy. Add the vanilla and whip for another minute. Remove the bowl from the mixer, then fold in the Nutella until mixed, but not blended. Transfer to an airtight container. The spread can be stored at room temperature for 2 weeks. **THE ASSOCIATED PRESS/ RECIPE ADAPTED FROM THE KING ARTHUR FLOUR CO.**



Legends of a vanishing labour force

Back in my workday... Author of *A Good Day's Work* hopes to preserve memory of Canada's vanishing jobs

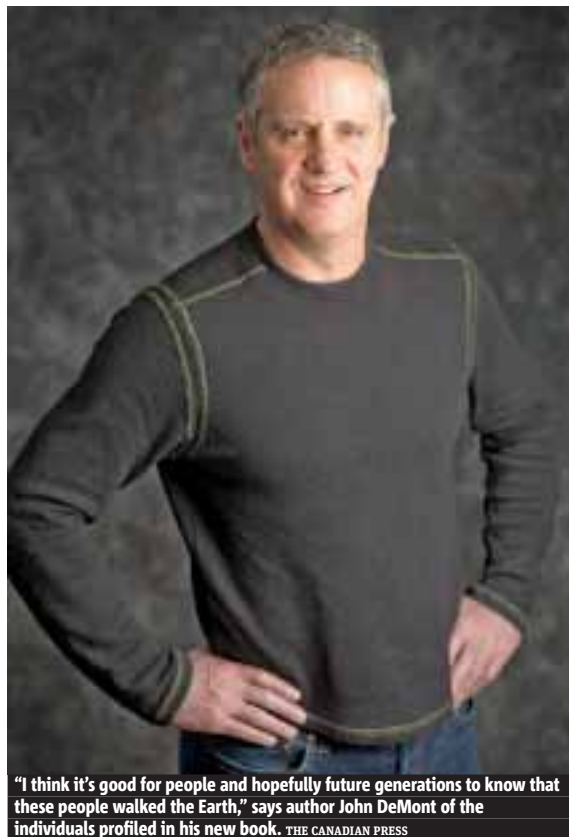
When John DeMont was completing his book about vanishing traditional jobs in this country — think lighthouse keeper or milkman — he found *A Good Day's Work* had become much more than just a discourse on how some Canadians bring home the bacon.

"It sort of morphed into this book about Canada, using the disappearing work as a jumping-off point to talk about different aspects of Canada and the different things that are going," says the Halifax-based journalist and author.

"Not just work," he says, but "the iconic Canada — close-knit communities and small towns and everybody knowing everybody and being interested in a positive way."

A Good Day's Work: In Pursuit of a Disappearing Canada (Doubleday Canada) seems a natural followup to his previous book, 2009's *Coal Black Heart: The Story of Coal and the Lives it Ruled*, a history of coal mining in Nova Scotia, and the toll that disasters in the deeps took on colliers and their families.

Ancestors on both sides of his family were part of that history — one grandfather went down into the pit at age 11 to mine the black



"I think it's good for people and hopefully future generations to know that these people walked the Earth," says author John DeMont of the individuals profiled in his new book. THE CANADIAN PRESS

gold — but DeMont's father eschewed what had been the family business to work above-ground as a stockbroker.

And as the author writes in the prologue of *A Good Day's Work*, growing up as a child in Halifax was an idyllic time for him — and for the country as a whole.

His reference year — 1967, when he was 11 — sees Can-

ada celebrating its 100th birthday, with millions drawn from around the world to Expo 67 in Montreal, the Canadian economy at its post-war peak and the Toronto Maple Leafs winning their last Stanley Cup.

It was also a time when the milkman still delivered cows' bounty to many homeowners' doors, beef came from family-owned and family-worked

emotions — two-thirds of which, astonishingly, are negative. Our brain fires negative emotions 10 times more frequently than it does positive ones. Do the math! Odds are that individuals will experience a negative reaction to 90 per cent of events that occur. What does this mean? Our heads are filled with reasons not to do things.

When you choose to follow through with your word as opposed to your feelings, your life is actively changed as a result. You can now be counted on to do what you said you would, and to do so with enthusiasm.

STEFAN DANIS IS THE CEO OF NEXCAREER AND MANDRAKE, AND THE AUTHOR OF GOBI RUNNER

lesson about life, learned from the desert.

As individuals, our word is our bond. It is a measure of our moral character and a mark of our integrity.

A number of people I met at speaking engagements where I presented my Gobi story announced they too wanted to run the desert. Over time, a large group was set to join me for the Sahara Race in 2011.

The majority of people who said they would and even signed up to run the Sahara never actually made it to the start line. Somehow life got in the way and their feelings championed over their word.

Research shows that our vocabulary has 309 known words to describe human

Passé professions

A Good Day's Work profiles a variety of disappearing vocations. Among them:

- A blacksmith
- A travelling salesman
- Engineers on Via Rail's flagship train the Canadian, which takes awe-struck passengers from Toronto to the lakes and forests of northern Ontario, across the prairies and through the Rockies to Canada's Pacific terminus, Vancouver.

Cool careers

"I wanted jobs that in themselves were interesting — interesting enough that you could write about them, build a chapter around them."

John DeMont
Author of *A Good Day's Work*

but are perhaps soon to be but a memory.

While natural resources jobs — forestry and fishing, for example — might have seemed an obvious fit, DeMont chose to go beyond "guys in the woods" and look into a broad range of skills among people in different parts of the country.

"I wanted jobs that in themselves were interesting — interesting enough that you could write about them, build a chapter around them," the 57-year-old explains during a recent visit to Toronto, one stop on a cross-country, multi-city book tour.

THE CANADIAN PRESS

Digitally doing good

Making the world a greater place on the go

We365, a free digital platform that allows young people to track and verify their volunteer activities for school, launched on Friday with the introduction of an app and a website. The platform provides the tools needed to fundraise, take action and amplify messages for thousands of different charities. Members are encouraged to find and share inspiring content with like-minded users and friends, all while supporting causes most important to the individual. Visit we365.com for more details.

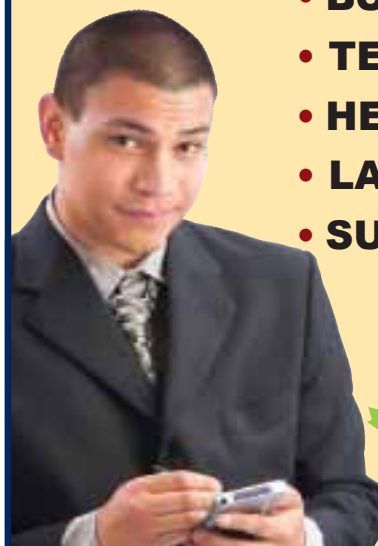
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Facing adversity? Be your words not your feelings



LESSONS FROM
THE DESERT
Stefan Danis
life@metronews.ca

The severe market crash in October 2008 changed my life. I started running to regain my health, both emotional and physical. Shortly after I took my first steps, I ran the Gobi March in China in June 2009, followed by the Atacama Crossing in Chile in '10, and the Sahara Race in Egypt in '11. In this post, I share a

IT'S TIME TO BUY INTO E-COMMERCE

E-commerce is revolutionizing the way Canadians do business, but Canadian entrepreneurs are missing out.

Just 10 per cent of small businesses were selling online last year, Statistics Canada says. Meanwhile, Canadian consumers spent an estimated \$21 billion on online purchases last year, up nearly 30 per cent in just two years, according to research firm eMarketer.

"The world is moving toward this type of commerce," says Anita Bezeau, assistant vice-president, information and communication technology solutions at the Business Development Bank of Canada (BDC). "Canadians are online, but Canadian businesses aren't there. The result is Canadian consumers are buying online from the U.S. and other countries."

The good news is that it's never been easier or cheaper to get started in e-commerce. No longer do businesses need

TIPS FOR SUCCESS

- 1** Start small: Don't get bogged down trying to create a huge, high-end website featuring hundreds of products.
- 2** Test and learn: Don't expect to succeed with your first efforts. "It's really about learning," says Anita Bezeau, assistant vice-president, information and communication technology solutions at the Business Development Bank of Canada (BDC). "Technology allows us to do and test quickly and economically."

to invest huge sums in an e-commerce website. You can create a sales-ready site with no programming knowledge using free services such as OpenCart and PrestaShop, or inexpensive providers



COLOURBOX

such as Shopify and eBay Stores.

These sites come with an online shopping cart, product catalogues and the ability to pay via credit cards or other methods, such as PayPal. Also included are options for customer reviews and feedback, and data on your sales to help you track performance.

"If you know how to use email, you can build an e-commerce site in 15 minutes," says Harley Finkelstein, chief platform officer at Shopify, a leading e-

commerce website provider.

E-commerce can level the playing field for small businesses, including those in small towns, Finkelstein says. Online sales allow you to punch far above your weight in attracting customers. With a well-designed website, a small business can reach as many people online as a much larger company. Plus, your site can be seen worldwide 24 hours a day, and Internet marketing tends to be cheaper than traditional methods.



CONTRIBUTED

LEMON TREE FOCUSES ON FRESH FOOD

For many small enterprises, building a successful business can be a challenging endeavour. But for the people behind Lemon Tree Lebanese Cuisine, a focus on fresh, high-quality food at incredible prices has resulted in a successful first year in the Forest City.

"The biggest challenge for a small business is getting that competitive edge," says Ed Ibrahim, Lemon Tree's owner. "It's about developing that network and growing that word-of-mouth business."

"We focus on fresh and healthy Lebanese cuisine that's affordable. For many businesses, the first year is a challenge, but people have really responded to us and we've been very successful."

Lemon Tree, which opened in May, offers Lebanese fine cuisine, banquet facilities, and catering services. It is quickly growing a reputation as one of London's finest dining establishments, with something for everyone.

"We offer 15-minute lunches under \$6

and dinners under \$10 — we've received a lot of support from people and businesses using our banquet facilities and catering."

Adding to the success is the broadening of the local palate.

"Over the last five years we've seen a growing confidence in London for people to try new things. It's an increasingly multicultural community and the Middle Eastern cuisine is popular because it's healthy and delicious."

For more, visit lemontreefinecuisine.com.








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RELIANCE MEETS CUSTOMER'S NEEDS

Reliance Home Comfort is a business with more than 40 years experience in the water heater, HVAC, and service contract industry. And while incredible products are a big part of the company's success, it's Reliance's commitment to people that is the foundation of its growth.

"We pride ourselves on doing things differently," says Andrew Joiner, Reliance Home Comfort's residential sales manager for London and the Greater London Area. "There are other companies that do what we do, but we do it the right way."

Reliance has 1,200 team members with locations across most of the country. Offering 24/7 service every day of the year, the company responded to more than 600 customer service calls on Thanksgiving Monday alone. In 2012, Reliance completed 362,260 service calls throughout the country — more than 37,000 of which were from London alone.

Despite its growing size, Reliance is committed to retaining the small business principles that have led to its success.

"We may be a national company, but we won't lose that local feel," Joiner says.



CONTRIBUTED

"We have a focus on people — we have more trucks on the road, more people in the organization focused on meeting our

customers' needs."

In the London/St. Thomas/Ingersoll area alone, Reliance services more than

100,000 homes either through water heater rentals, HVAC units, or service agreements.

"We focus on what makes a difference — the people," Joiner says. "Our team members are passionate and believe in doing the right thing by our customers."

That extends to Reliance's dedication to supporting a variety of charitable efforts.

"It's really the community that has supported us and allowed us to flourish, so we have a corporate responsibility to give back and support those same communities. Some of the things we do are to support our team members' interests and what they're involved in. It's not just about what the company wants, but our team members are a part of their communities and we want to help support them."

Joiner adds there is a simple message behind Reliance's retention of quality employees and its charitable efforts.

"I know it sounds cliché, but it's our people that make a difference and it's our people that are why we're so successful."



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POTENTIAL MONTHLY SAVINGS ON ELECTRICITY		\$25.00
POTENTIAL REBATES (\$650/12 MONTHS)		\$54.17
	\$139.99	\$104.17

Andrew Joiner
Residential Sales Manager
1045 Hargrieve road, Unit A
London, ON

Tel: 519 686-0940
Cell: 226-236-8343
ajoiner@reliancecomfort.com

YOU CAN TRUST CUSTOM MOBILITY

Fred Geiger's business is about helping people get the most out of their lives — and that starts with education.

"We're a little different than other businesses like us," says Geiger, co-owner, along with Kevin Baxter, of Custom Mobility. "A lot of the difference comes from the fact that we really work with people to educate them about the products. We sell products that typically people don't pay attention to until they need them. At that point, that's when they're vulnerable and can make bad decisions.

"We try to educate them and encourage them to consider their options — what's going to work long term. Are you going to stay in your current place or are you going to move? Is your medical condition stable or is it progressing? All of those are factors in what you're going to buy."

Geiger added it's important to know

more than just a product's price.

"When people don't understand the product, they revert to price. They don't realize that it might be something they have to buy twice. The best comparison I have is with a computer — you can have a \$1,000 computer and a \$2,000 one. When you buy the \$1,000 one you come home and say, 'Oh, that's what memory does.'

"In the world of computers (a bad purchase is) an unfortunate inconvenience. If you're talking about someone's health needs, then that's a catastrophe."

Custom Mobility goes out of its way to provide its customers with the best available support and resources.

"We are the only company in London and one of the few in Ontario that has an occupational therapist on staff," he says. "She has over 20 years experience with geriatric and disability issues."

Geiger knows his clients can trust her



COLOURBOX

because he trusts her completely — it's his wife, Vera. And Geiger understands the value of trust, which is why he is committed to sharing client testimonials on his website (custommobility.ca).

"Testimonials and referrals are very significant — everybody's looking for a solution. It's like trying to find that mechanic — everyone wants to find that person you can trust."



Find out why more people are choosing Custom Mobility and how we have earned our reputation as a client focused compassionate company. We strive to achieve the best possible results and comfort for our clients. Custom Mobility is dedicated to educating clients and families to be active in making the best choices available to them.



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BUILD BETTER BRIDGES FOR BUSINESS

Whether you are trying to start a business or want to take your existing enterprise to the next level, the Small Business Centre doesn't just want to help you find your pathway to success, it actively finds people who will help you cross that bridge.

"Our tag line for this event has always been 'learn, network, connect for success,'" says Nancy Kopriva, the SBC's director of communications and engagement. "We focus on getting mentors to

come out to this event and lend support to the business people who attend."

The 15th annual Bridges to Better Business Entrepreneurs Conference takes place Oct. 30 at the Lamplighter. Registration closes Oct. 25 for this full-day event, which includes opening and keynote speakers, round-table discussions, seminars and a trade show.

"We encourage people to think about taking the time to work on their business, not just work at it," Kopriva says.

And having a community of business leaders ready, willing, and able to support the SBC is vitally important to not just this event, but to everything the SBC has to offer.

"Many of the services we have to offer wouldn't be possible without the support of our volunteers," she says. "And our generous sponsors who help us keep these events affordable to new businesses."

For more information, please visit bridgestobetterbusiness.ca.



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SMALL BUSINESS WEEK

METRO CUSTOM PUBLISHING



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KOWORK CAN PUT YOU ON ROAD TO SUCCESS

It can be daunting stepping out of the basement and into the business world, which is why Kowork is available to help you bridge that gap and keep you on the road to success.

"Our ideal client is someone who already has a business and a client base, but has outgrown his or her home office," says Broderick Nevinson, the director of business development for Kowork shared office space. "They might be meeting clients at home or at a coffee shop, which

sometimes leaves an impression that the business is less than professional.

"We offer a cost-effective bridge between a corporate office, which may not be affordable, and a home office."

For \$249 per month, Kowork clients receive a dedicated space in the office, with 24/7 access, use of a conference room subject to availability, and a locker to secure private items. There are other packages ranging from business hours (8:30 a.m. to 5 p.m., Monday to Friday)

to hourly presentation room bookings. Kowork customers also have access to the full print and business services of the on-site corporate imaging centre.

Nevinson says one of the greatest advantages is the ability to interact with other like-minded entrepreneurs.

"The biggest benefit I'm hearing from our clients is the ability to engage in conversations about business with other Koworkers. It's nice to get perspectives from someone not engaged in your business."

THE SMALL BUSINESS CENTRE PRESENTS

Bridges To Better Business

ENTREPRENEURS CONFERENCE



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October 2013

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AGENCIES ENCOURAGE BUSINESS GROWTH

The old adage states that nobody in business makes it alone. Thanks to the co-operation and partnership of some dedicated local organizations, there is fertile soil for businesses to grow in the Forest City.

The London Economic Development Corporation (LEDC) and the Small Business Centre are examples of two local support agencies working together to make a difference.

The LEDC is a partnership between the City of London and the private sector that not only works to encourage businesses to locate in London, but also supports the growth and retention of existing businesses. The Small Business Centre is a not-for-profit organization that provides training and support to starting and growing businesses.

The organizations serve different functions in the market but complement each other well. Whereas the LEDC is focused primarily on larger industrial installations and major corporations, the Small Business Centre is dedicated to smaller businesses and entrepreneurs. The local Chamber of Commerce, TechAlliance, and



COLOURBOX

BizInc, the incubator for post-secondary students to explore and realize start-up dreams, are among the other outstanding local organizations working to support local entrepreneurs and companies.

"To influence the success of a business or an idea, many organizations in London are actively working together to create an environment encouraging business growth," says Kapil Lakhotia, LEDC

interim general manager.

Effective collaboration to bolster economic prosperity in London creates many opportunities, programs and initiatives. Important upcoming events include the Bridges to Better Business conference on Oct. 30, and Student2Business networking conference on March 5, 2014.

"The LEDC and our partners work together to create an entrepreneurial busi-

CONFERENCE

The Student2Business Career Networking Conference is scheduled for March 5, 2014, at the London Convention Centre.

Admission is \$10 for students and \$25 for business and community members.

This is an opportunity for 500 students from six post-secondary campuses to interact and network with 250 local business and community representatives, attend workshops, and listen to a keynote address.

For more, visit S2b.ca. On Twitter, follow @S2BNetworking or #S2B2014.

ness climate," Lakhotia says. "Between the combined efforts of London's business support agencies, we're able to get companies of all sizes the assistance they need to grow."

For more information, including details on programs and resources available to business, visit ledc.com.



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Records crumble as Mustangs clinch perfect regular season

Western Mustangs kicker Lirim Hajrullahu became the CIS all-time scoring leader with 422 points and quarterback Will Finch set a CIS single season passing record with 3,047 passing yards en route to the Western Mustangs' 50-10 win over the York Lions on Saturday at TD Stadium.

The Mustangs finish the season unbeaten and in first place. They now have a bye week before playing a semifinal game at home on Nov. 2.

On Saturday, the Mustangs broke or tied eight Ontario or national records.

Along with the scoring record, Hajrullahu established an OUA career field goal record with 77 and tied the OUA single season field-goal record of 22.

Finch, too, racked up more than just one record. Along with the passing record, which overtook former Mustangs' quarterback Michael Faulds mark of 3,033 yards, Finch also earned the OUA single season record for best completion percentage at 69.7 per cent.

With the win, the Mustangs become the first Western team since 1998 to go undefeated during the regular season.

The Mustangs put up at least 50 points in seven games this season, becoming the only team in CIS history to score 50 points in seven different games. And finally rounding out the milestones, the Mustangs earned the OUA record for team passing yards in a single game with 649.

DAVE LANGFORD/METRO



London's Lanni Marchant celebrates after setting a new Canadian record at the Toronto Waterfront Marathon on Sunday. FRANK GUINN/THE CANADIAN PRESS

Marchant sets new marathon standard

'Take control.'

Londoner sets new mark for Canadian women over 40 km

Lanni Marchant was taking her first steps when Oshawa's Sylvia Ruegger set Canada's record time in the women's marathon in 1985.

On Sunday, the 28-year-old took that mark and beat it.

The London native set the new Canadian record at the Toronto Waterfront Marathon, taking second place with a time of two hours, 28 minutes, and besting Ruegger's mark of 2:28:36. Krista

DuChene of Brantford crossed the finish line in third, 32 seconds after her Canadian teammate, clocking in at 2:28:32 to also beat Ruegger's time.

"The day was perfect. Both Krista and I ran perfect. I am ecstatic right now," Marchant said after the race. "I think Sylvia Ruegger was ready for Canadian women to take that jump and set a new record."

Marchant will take home \$8,000 in prize money plus a \$28,000 bonus for her record-breaking time.

Marchant placed 44th at the women's marathon at the world track and field championships in Moscow last summer after experiencing signifi-

cant cramping in the left side of her body.

She said she thought about her experience in Moscow during the Toronto race.

"My calves didn't cramp as bad as the worlds, but they definitely started to hurt.... After the first 10 kilometres I thought, 'OK, you are feeling alright. Stay with the group until 20 km.' And then 20 km came and then 30 km," Marchant said.

"I guess about 33 km or 34 km in, I kind of pulled away from Krista and I was (thinking), 'I have to keep going.' The worlds was in the back of mind.... So I thought 'take control, stay patient.'"

In the men's race, Deressa

New generation

Prior to the Moscow event, Canada had not had a woman run the distance at a world championship.

- Marchant and DuChene represent a resurgence in the sport among Canadian women.

Chimsa of Ethiopia finished first with a time of 2:07:05, the fastest time ever run on Canadian soil, while Sechale Adugna became the new women's champion with a time of 2:26:43.

THE CANADIAN PRESS

NHL news at heart of Maatta for Knights



Olli Maatta celebrates his first career NHL goal with Penguins teammate Chris Kunitz on Saturday night in Pittsburgh. GETTY IMAGES

The London Knights lost 4-3 to the Spitfires in Windsor on Saturday night in a game that may be secondary to NHL news coming from Pittsburgh.

A Pittsburgh newspaper has reported that Knights defenceman Olli Maatta will stay with the Penguins and will not be returned to the Knights this season.

Maatta had scored his first goal for the Penguins earlier Saturday as Pittsburgh defeated the Vancouver Canucks 4-3.

The Pittsburgh Tribune Review reported Saturday night

that the Penguins plan to keep Maatta.

Maatta has now played eight games for the Penguins and has a goal, two assists and has averaged 15 minutes a game.

The Penguins can only use Maatta one more game before having to make the decision to keep him for the season or send him back to the Knights.

Maatta, 19, was one of the Penguins' two first-round draft picks in the 2012 draft and made the opening-night roster this season. He was the 22nd pick in the draft.

Earlier, Penguins' general manager Ray Shero said the final decision on Maatta has not been made.

Meanwhile, Knights defenceman Nikita Zadorov, now recovered from a badly injured finger, was in the lineup Saturday for the Buffalo Sabres and played more than 10 minutes in his first game.

In Windsor, the Knights fell behind 2-0 on only five Windsor shots in the first period, but in the second battled back with defenceman Brad Austin's first goal and a power-play effort

from Josh Anderson. But Ben Johnson scored late to give the Spits a 3-2 lead going into the third.

Knights goalie Anthony Stolarz had an odd third period. He stopped a penalty shot from Ben Johnson early in the period, gave up a goal to Eric Diodati and then was removed for backup Jake Patterson. Anderson scored his second goal later in the period.

Up next, the Knights play Thursday against the Kitchener Rangers and Friday against the Erie Otters. DAVE LANGFORD/METRO

Horoscopes

Aries

March 21 - April 20
Something you think is important is in fact trivial and the sooner you realize that fact the better off you will be.

Taurus

April 21 - May 21
A relationship matter that has been worrying you for weeks will fade in significance today. Maybe it isn't as bad as you thought it was. Time will tell.

Gemini

May 22 - June 21
Every upheaval is an opportunity in disguise and soon you will realize that fate has been prodding you to move in a new and more profitable direction. All you have to do is get moving.

Cancer

June 22 - July 23
As Mercury, planet of the mind, turns retrograde today so the way you look at your life will change. However, this particular cosmic event has a way of playing tricks on people, so don't make any drastic moves just yet.

Leo

July 24 - Aug. 23
You may be upset that something or someone has gone out of your life but it is all part of the process of growth and change. The world never stands still and nor should you. Move on in your life.

Virgo

Aug. 24 - Sept. 23
It takes courage to hold a view that few other people agree with and more courage still to express that view openly. But you are not the sort to back down and will insist on having your say. Let's hope you are right!

Libra

Sept. 24 - Oct. 23
Throw away your schedules and timetables. With Mercury moving retrograde today there is really no point in making plans. Take each moment as it comes.

Scorpio

Oct. 24 - Nov. 22
Ideas you once supported don't seem so attractive now but you are still reluctant to give up on them. Until you do you won't be able to take advantage of the new insights that enter your mind.

Sagittarius

Nov. 23 - Dec. 21
If you are smart you will keep your opinions to yourself. You may be desperate to prove a rival wrong but the planets warn it won't be as easy as you think.

Capricorn

Dec. 22 - Jan. 20
Let colleagues know how you feel today but don't get emotional about it. If they can see that you are affected to such an extent they may decide to up the pressure, hoping you will break.

Aquarius

Jan. 21 - Feb. 19
Some tough decisions will have to be made, the kind of decisions where you upset more people than you please. Fortunately you are not the sort to worry about that. You enjoy rocking the boat.

Pisces

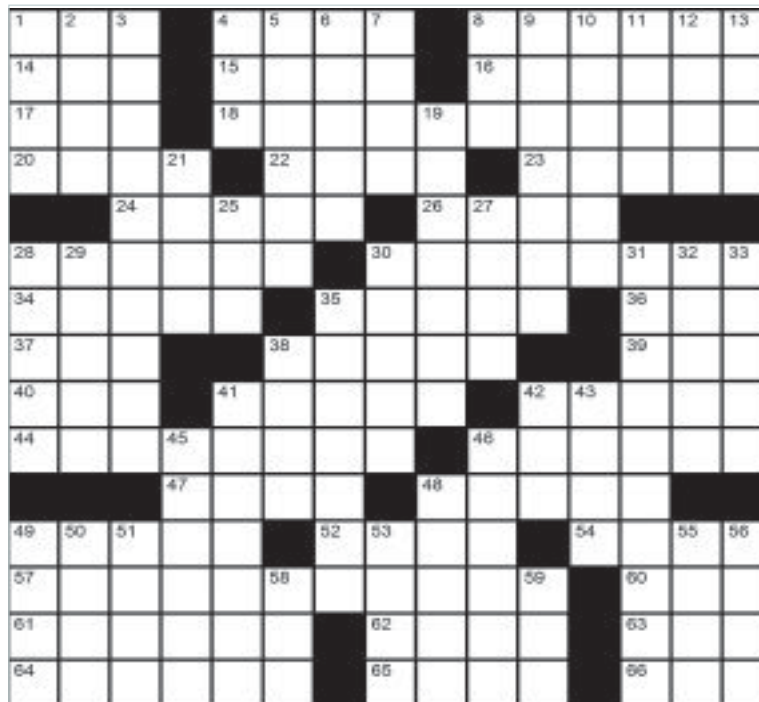
Feb. 20 - March 20
You may not be a rule breaker but there is one rule that annoys you so much you are determined to smash it. That's fine but don't forget that actions have consequences.

SALLY BROMPTON

Crossword: Canada Across and Down

Across

- A-li'l-__-will-d'ya
- Gas station name
- Rejects
- Football's Mr. Manning
- "__ she blows!"
- Set the dial: 2 wds.
- Vroomer
- Toronto-born singer of "Old Skool Love": 2 wds.
- Modeller's buys
- Island off of Newfoundland
- Beau __ (Gracious action)
- Megan of "Smash"
- Gone With the Wind land
- 1991 Tragically Hip album: "Road __"
- Canadian insurance and financial services company
- Lively rhythms
- Adjust margins, say
- Capture
- Disney deer
- Carries
- Put down, slang-style
- Gladiator's 300
- Circled
- I'm; __; He's...
- Forest for Robin Hood
- Lab device, __ burner
- Where the White



- House is, __ __ __.
48. Kindled again
49. "___ Before Dying" (1991)
52. In the thick __
54. Restaurant receptacle
57. Consumer watchdog program on the CBC
60. Rosemary's Baby

- novelist Mr. Levin
61. Seasonable
62. "Aren't __ lucky one?"
63. "Lost in Love" soft rockers with a Supply of it
64. Gobbles food, in slang
65. Johnny Carson's predecessor Jack

66. Chap

Down

- Casino pack
- Court game, with Jai
- Charlottetown, 'The __ of Confederation'
- Airport schedule acr.

- Changes
- "__ Truffle" by The Beatles
- Real thing, for short
- Female saint in France [abbr.]
- Fish and Chips, Shepherd's Pie ...and more: 2 wds.
- Artificial

- Vintage autos
- Food package abbr., __.
- Loudness of sound unit
- As sheet music is
- River deposit
- Guitarist Mr. Paul
- Santa __ (Hot winds)
- Sir Guinness, and others
- Salt amount
- __ out (Dished)
- The __ Revolution
- Laissez-__
- Buddy of "The Beverly Hillbillies"
- Peter Weller '80s Sci-Fi flick
- Step heavily
- "...to thine __ be true..." - Shakespeare
- Montreal airport code
- Taking care of things: 2 wds.
- Daredevil
- "You __!" (That's right!)
- Lasso
- Tbsp., et al.
- Ballet world's Karen
- "My Friend __" ('50s sitcom)
- Acrobat's feat
- Opera song
- Stick sort
- Mr. Cobb's
- 'Profit' suffix

Friday's Crossword

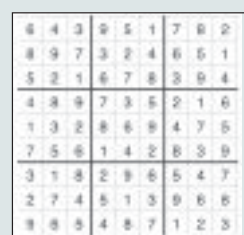


Sudoku

How to play

Fill in the grid, so that every row, every column and every 3x3 box contains the digits 1-9. There is no math involved.

Friday's Sudoku



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